

AMD64 Logo Usage Guidelines

AMD64 Logo

The following information addresses the correct treatment of the AMD64 logo for use in advertising, technical communications, marketing collateral, and other printed, web, or visual materials.



General Guidelines

The AMD64 logo may only be used in connection with the promotion of hardware and/or software products that:

- 1) Support AMD64 based processors when tested using an AMD64 technology-based platform, and
- 2) Pass the partners internal product quality assurance/quality control testing.

The AMD64 logo may not be used for other goods and/or services, and may not be used on product packaging unless a signed agreement is executed with AMD. The agreement, and full instructions, can be found at www.amd.com/amd64logo.

Do not modify or re-create the AMD64 logo under any circumstances. Use the artwork provided by Advanced Micro Devices, Inc.

The following trademark attribution must be used when featuring the AMD64 logo:

AMD, the AMD Arrow logo, and combinations thereof, and the AMD64 logo are trademarks of Advanced Micro Devices, Inc.

Follow the more detailed rules set forth in the Copy Usage Guidelines section regarding all text references.

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Always use the authorized electronic logo artwork provided by AMD.
Authorized artwork and a license agreement governing use of such artwork can be located on the Web at <http://www.amd.com/logos>

The AMD64 Logo

The AMD64 logo consists of the AMD corporate logo and the 64 symbol contained in a unified block.

There are two versions of the AMD64 logo; color and black and white. The color version is available in CMYK, RGB and spot color.

Sufficient Contrast Requirements

To be sure of optimal contrast on all backgrounds, the AMD64 logo has a white holding shape around the logo. The examples on the right illustrate most-case scenarios for the application of the AMD64 logo.

Listed below are the available formats of the AMD64 logos:



30436A_64_E_RGB.eps

RGB .eps version for online or multimedia use, e.g. PowerPoint

30436A_64_E_RGB.gif

RGB .gif version for online usage

30436A_64_E_RGB.jpg

RGB .jpg version for online usage

30436A_64_P_4c.eps

Four-color (CMYK) process color version for traditional printing

30436A_64_P_SP.eps

Three spot color version for projects that require specialized printing, e.g. Screen printing



30436A_64_P_BlK.eps

Black and white version for limited color printing

Full-color version of logo artwork over white background:



Full-color version over a color background



All black version over a grey background



Full-color version over a color photographic background



All black version over a grayscale photographic background

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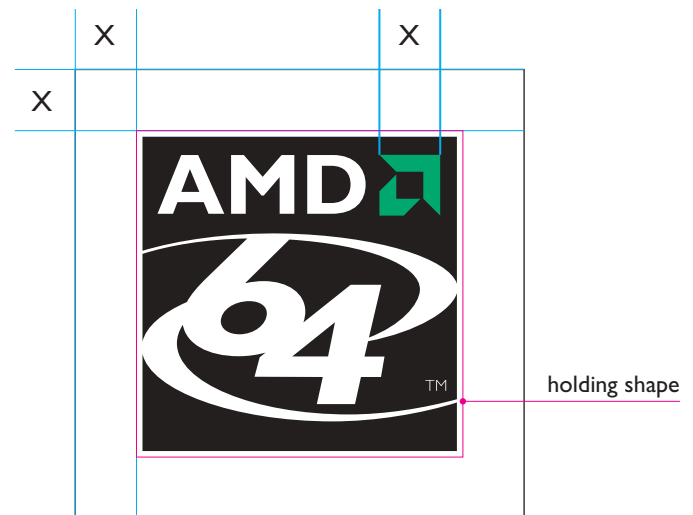
Minimum Size and Staging Requirements

The AMD64 logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the logo in all situations. The clear space requirements indicated represent an area equal to the width of the AMD Arrow icon. Consult the figure examples to the right for further explanation.

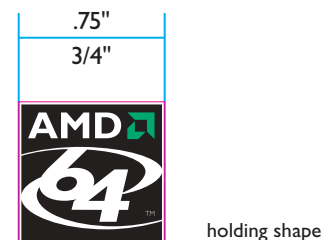
Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

Minimum size requirements for the AMD64 logo is .75" (3/4 of an inch) in width; the height will fall accordingly.

Clear Space Requirements



Minimum Size Requirements



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Color Requirements

The color diagram to the right identifies the color of each element of the AMD64 logo. A color list is provided below to assist in the color reproduction of the AMD64 logo in the most commonly used media formats.

CMYK

(4-color process printing such as: advertisements, marketing collateral, magazines, etc.)

AMD Green = C: 100 M: 0 Y: 79 K: 0

Black = K: 100

White = K: 0

Spot Color

(Multi-ink printing such as: business cards, letterhead, etc.)

AMD Green = Pantone 347

Black = Black

White = White

RGB

(Electronic representations such as: CD demos, multimedia presentations, etc.)

AMD Green = R: 0 G: 153 B: 102

Black = R: 0 G: 0 B: 0

White = R: 255 G: 255 B: 255

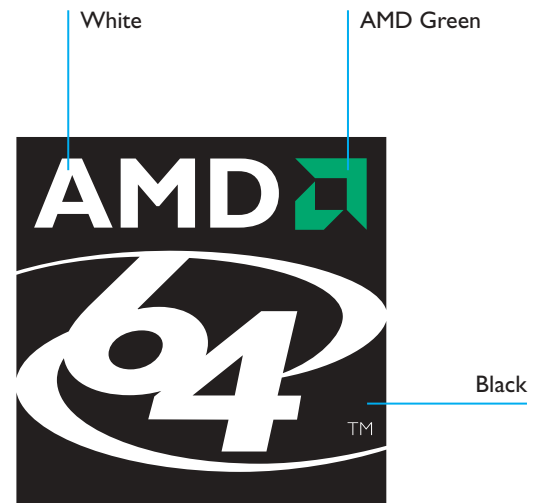
HEX

(Electronic representations such as: Web graphics, Web banners, etc.)

AMD Green = 009966

Black = 000000

White = FFFFFFFF



Preserving the Integrity of the Logo Design

The AMD64 logo is designed to identify that the materials it is applied to include and are fully compatible with AMD64 processors.

Authorized AMD64 logo artwork in the form of a JPEG, GIF, or TIFF file has a “built-in” white holding shape for use on color backgrounds. It is acceptable to place the logo on a white background, even though this border will in essence disappear.

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Incorrect Usage

The examples on the right illustrate some common misuses of the AMD64 logo.

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Do not distort the AMD64 logo in any way



Do not create other versions of the AMD64 logo



Do not create spot color version of the AMD64 logo



Do not remove elements from the AMD64 logo.



Do not alter the color of the AMD64 logo



Do not add elements to the AMD64 logo



Do not alter or remove the white text or the white holding shape.



Do not alter or remove the white holding shape.

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What is AMD64?

AMD64 is AMD's 64-bit platform that extends x86 and defines a new class of computing. AMD's enhancements to the venerable x86 architecture are designed to allow users of personal computer clients and servers to migrate seamlessly to the superior performance of 64-bit technology. To encourage AMD customers and partners to build a discourse focused on the needs of end users rather than technology, AMD has introduced AMD64, a term that encompasses the products, services, and benefits of this new and unique class of computing.

AMD64 is designed to fall directly within the evolutionary path of x86, allowing the technology industry to build a unified 64-bit computing infrastructure compatible with x86 architecture. AMD and its ecosystem of partners are committed to retaining compatibility while removing barriers to innovation. AMD64 is the proof point behind that commitment.

The AMD64 platform debuts with the AMD Opteron processor for servers and workstations and the AMD Athlon 64 processor for desktop and mobile systems. With these processors, the AMD64 platform enables 64-bit computing for server and client computing while supporting the industry standard x86 architecture.

The AMD64 platform nomenclature is intended for a broad audience and is designed for use by AMD and AMD's industry partners. The table on page 7 provides a summary of usage for the term "AMD64" as it pertains to the components of AMD64, including the architecture, platform, processors, and solutions. The "Correct Usage" should be used as a first choice. However, the "Alternate" usage may be preferable when a greater degree of specificity is required or as sentence structure dictates.

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AMD64 Platform Nomenclature Summary Table

Category	Correct Usage	Alternate Usage	Incorrect Usage
General Audiences	AMD64 platform	AMD64 technology	Hammer x86-64 K8 AMD's 64-bit technology
ISA	AMD64 ISA	AMD64 Instruction Set Architecture AMD64 architecture	x86-64 x86-64 ISA x86-64 Instruction Set Architecture
Platform	AMD64 platform	AMD64 environment AMD64 processors AMD64 applications AMD64 operating systems	Hammer x86-64 AMD-K8™
Processors	AMD Athlon™ 64 AMD Opteron™	AMD64 processors	
Solutions	AMD64 solutions	AMD64 Web server AMD64 cluster AMD64 grid AMD64 clients	Hammer x86-64 AMD 64-bit technology

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AMD64 Nomenclature Usage

1. AMD64 defines a new computing platform that is designed to be compatible with x86. AMD64 should be employed as the name of the platform, and it replaces terms that once served as a platform-name placeholder. Substituting “AMD64” or “AMD64 ISA” for “x86-64” should be done for all new publications and a transition to AMD64 should be implemented in all Web and softcopy content.

Right: “The AMD64 ISA”
Right: “The AMD64 ISA extends x86”
Right: “The AMD64 architecture”
Wrong: “The AMD x86-64 architecture”
Wrong: “AMD 64-bit architecture”
Wrong: “x86-64”

2. To describe the AMD64 platform, there are a number of useful themes that help better define and distinguish AMD64. These descriptions are recommended for messaging, documentation, and Web content.

Right: “The AMD64 platform is a new class of computing”
Right: “The AMD64 platform”
Right: “The AMD64 platform removes barriers to innovation”
Right: “AMD64 ISA is designed to be compatible with x86”
Wrong: “AMD64 category”
Wrong: “AMD64 portfolio”
Wrong: “AMD-64”

3. AMD64 should not be employed in place of processor product names, but should instead complement and further define those products. Following are specific examples of AMD64 in a number of usage scenarios. When discussing specific AMD processors, do not use AMD64 in such a way that it violates processor trademark usage guidelines. As a rule, when a reference to a specific processor is most suitable, refer to the processor directly.

Right: “The AMD Opteron™ processor is the flagship of the AMD64 platform”
Right: “The AMD Athlon™ 64 processor sets a new performance standard...”
Right: “AMD64 processors”
Wrong: “AMD64 Opteron”
Wrong: “AMD64 Athlon 64”

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AMD64 Nomenclature Usage, continued

4. In references intended to connote compatibility, it is important to distinguish AMD64, which is a 64-bit platform, from x86, which is a 32-bit platform. Operating systems and software that are 32-bit are “x86,” while 64-bit operating systems and applications supporting the AMD Athlon™ 64 and AMD Opteron™ processors are “AMD64.” In platform references, if an operating system or application is capable of installing as either 32-bit OR 64-bit, then vendors should indicate both “x86” and “AMD64.”

- Right:** “[Product Name] operating system for AMD64”
Right: “System requirements: An AMD64-compatible processor”
Right: “[Product Name] database supports the AMD64 and x86 platforms”
Right: “[Product Name] software supports AMD Athlon™ 64 and AMD Opteron™ processors”
Right: “The [Product Name] benchmark installer correctly installs for AMD64 or x86 platforms depending on your CPU type”
Right: “The [Product Name] utility is designed specifically for the AMD64 platform”
Right: “System requirements: AMD Opteron™ or AMD Athlon™ 64 processor”
Wrong: “The [Product Name] utility is designed for Hammer x86-64”
Wrong: “[Product Name] Linux for AMD-64”

5. In product feature lists describing the AMD Opteron and AMD Athlon 64 processors, please employ the feature bullet, “An AMD64 processor” to describe the relationship between the processor and the AMD64 platform. Outside of product feature lists, employ a specific reference to the “AMD Athlon 64 processor” or the “AMD Opteron processor.”

- Right:** “An AMD64 processor”
Right: “• An AMD64 processor”
Wrong: “AMD Hammer processor”
Wrong: “AMD x86-64 technology”